

# University News

## Cooking up bakeware ideas

### Industrial design students get “real-world” experience with Mirro project

UW-Stout industrial design students have tried their hands at designing sports shoes, rollerblades and tools, to name just a few items, working closely with such well-known manufacturers as PUMA, Rollerblade, and Black and Decker.

Their most recent endeavor: bakeware. Mirro (*Wearever*) of Manitowoc, approached UW-Stout after a Mirro industrial designer, Deborah Lonneman, a Stout graduate, informed the company of the kinds of projects the university has worked on.

Many of the students, by their own admission, are less than connoisseurs in the kitchen. But that doesn't matter, according to UW-Stout industrial design professor Ben Pratt.

Industrial design trains people to research and get the necessary knowledge and material they need to design a particular product. Pratt knows this from experience. Before coming to UW-Stout, Pratt worked as an industrial designer at Johnson and Johnson. He was asked to design an endoscopic hemostat for cholecystectomies. He had no background in the medical field, but by the time his extremely extensive and intensive research was complete, Pratt was able to complete the design for an instrument used to stop bleeding during gallbladder surgery.

At UW-Stout, students were able to tap into the knowledge and expertise of Peter D'Sousa, department of hospitality and tourism, and Carolyn Barnhart, College

of Human Development. The Mirro Company provided information and insight, Pratt said, as well as product samples and funding.

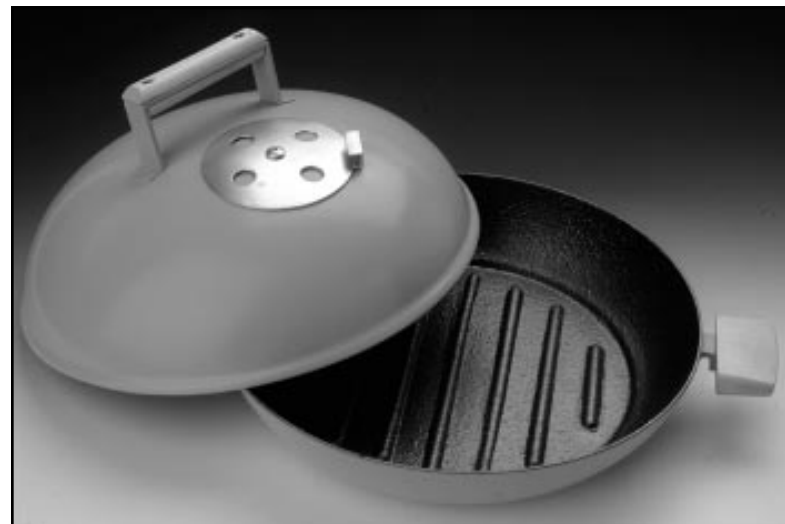
Two classes worked on the project, one taught by Pratt and the other by UW-Stout instructor David Morgan. Each took just a little different perspective. Pratt approached the project from an ergonomic angle while Morgan pursued the cultural perspective, looking at the utensils of other cultures and how they are used.

Students came up with many innovative ideas, according to Pratt. There was everything from new kinds of handles to bakeware for children to designer bakeware for the bachelor pad.

“Mirro loved the stuff,” Pratt said. “The quality and the quantity.” Several UW-Stout students were asked to present to the marketing and engineering departments at Mirro.

“Any time a company has produced essentially the same product for a long time, there is the possibility of getting tunnel vision,” Pratt said, noting that by working together both the company and the students benefitted. UW-Stout students provided a fresh perspective and new ideas. At the same time, they were exposed to creative, quality cooking as well as designing for a manufacturer.

And according to Pratt, “Mirro was presented with some ideas they could go to market with.”



**“Any time a company has produced essentially the same product for a long time, there is the possibility of getting tunnel vision.”**

**Ben Pratt**



## Design for the digital age

### New art concentration to prepare multimedia designers

With the development of new information delivery systems, designers knowledgeable in the use of electronic media are in increasingly great demand. Digital dissemination of information will change how consumers will inform and be informed, educate and be educated, in the next millennium. Recognizing this, UW-Stout's department of art and design has developed a new concentration in the bachelor of fine arts degree in art—multimedia design—which will accept its first students next fall.

“Design is at the core of information dissemination, regardless of the media used—print, film, TV, electronic or interactive,” said professor Paul DeLong, the program director. “To maintain Stout's position of leadership in art and design education, we knew this was the direction in which we needed to go.”

This new concentration will be parallel in structure to other design concentrations. The program grew naturally out of the present graphic design concentration where computers have played a roll for years. DeLong said that the new electronic way of communicating made it necessary to add to the current curriculum.

“Graphic design is all around us,” DeLong said,

citing as an example the packaging of a perfume bottle or an advertisement in a magazine. “However, it's static, it's stationary. The computer environment is nonlinear. There is a litany of things you can provide, even animation and sound.”

The new digital design concentration, multimedia design, will focus on creative problem-solving as graphic design does, DeLong said, “but it will go further with regard to human interface with this principally visual, time-based medium.”

DeLong said that existing or planned facilities will meet the needs of the new concentration. Room 176 of Micheels Hall, as a result of an extensive laboratory modernization project, has current equipment and software appropriate for the new curriculum. Two other studios which will be renovated in the remodeling project will also serve the new concentration. It will be necessary to hire only one new employee, a specialist in multimedia, DeLong said.

A principal aim of adding this new concentration, according to DeLong, is to provide curriculum for students who are enrolled or might be enrolling in UW-Stout's graphic design concentration and have a particular

interest in focusing more on digital design rather than in traditional print-based media. “The concentration will also attract to UW-Stout a number of students who have a specific interest in multimedia design, as opposed to graphic design,” he said.

“Multimedia requires that the designer be educated in the use of electronic media and other technologies while being able to incorporate humanistic aspects of how we interact with those technologies,” DeLong said. “Students in this new concentration will acquire the ability to create, organize, refine and evaluate products that integrate text, sound, images and data in an interactive environment.”

Initially the program will admit 30 students. Enrollment in the new concentration will be adjusted over time in response to demand, placement and resources.

“People are clamoring for this,” DeLong said, adding that this is seen as a trend that will continue because of the proliferation and popularity of electronic media in the mass culture.

**“To maintain Stout's position of leadership in art and design education, we knew this was the direction in which we needed to go.”**

**Paul DeLong**



# Technology teamwork

## Ph.D. program will prepare tomorrow's technology faculty

Technology is continually changing, almost on a daily basis. Who will be prepared to teach it?

As the 21st century approaches, it is becoming obvious to teachers and administrators in higher education that although the world is becoming increasingly technological, there are fewer educators adequately equipped to provide higher education in new technology.

In an attempt to resolve that problem, UW-Stout and eight other institutions across the country have entered into a consortium to offer a doctor of philosophy in technology management degree program which will be the first in the country.

"A doctoral degree in technology is needed to ensure the continuation and expansion of industrial technology at the university level," stated Bruce Siebold, dean of UW-Stout's College of Technology, Engineering and Management. "This will be the only technology doctoral degree program of this type offered in the United States expressly for technologists." The degree will combine traditional doctoral research, an innovative delivery system, a consortium of universities and advanced technical specialization.

According to Siebold, "every year when universities affiliated with the National Association for Industrial Technology met for the annual convention, the lament was 'where will future technology faculty come from?'" as there was no doctorate in technology offered anywhere. Finally, nine deans got together and decided to "grow their own" prospective faculty. The deans planned the program over a three-year period.

The word consortium—a partnership or group formed to undertake an enterprise beyond the resources of any one member—describes well the vision of the members. "The program is special because it capitalizes on the strengths of each campus," Siebold said. "No one campus has everything. Students will have the luxury of having

top faculty from nine campuses. The consortium will expose students to a wider knowledge base, resulting in enhanced problem-solving skills required in an information-based society."

In addition to UW-Stout, consortium members are Bowling Green State University (*Ohio*), Central Connecticut State University, Central Missouri State University, East Carolina University, Eastern Michigan University, North Carolina A&T State University, Texas Southern University and Indiana State University.

"This is a rare agreement in the number of institutions that are involved," stated Richard Wells, Indiana State University provost and vice president for academic affairs. "No other program in the United States approximates what we are doing with our partners on this degree. Together we offer students the collective expertise of a very large number of faculty members and a multitude of laboratories and resources."

Indiana State University will be the degree-granting institution and the administrative body of the program. The uniqueness of the program's delivery system will permit students living close to any of the members to complete the majority of their course and residency work at their home campus, and there will be no out-of-state tuition for those courses taken from universities in other states.

Access to courses offered by members will be available at the home campus to all degree candidates, using several methods of instructional delivery such as satellite uplinks/downlinks, videotapes, television, the Internet and other computer-based systems.

Len Sterry, director of the program for UW-Stout, said he gets inquiries almost daily. "There has been a pent-up need out there," Sterry said, adding that people with master's degrees have not been able to obtain doctoral degrees in the field, and faculty and

administrators from universities and technical colleges have been concerned about who would be able to teach the new technology.

Twelve areas of specialization will be offered as part of the program, including aviation technology, manufacturing systems, construction management, digital communications systems, industrial training and development, quality, mechanical design technology, industrial safety and control management, leadership, industrial composite materials, polymers and coating technology, and transportation systems.

UW-Stout will be the lead institution for some specializations and a support for others. "The great thing about this program is the partners have strengths in one or more different core technologies," stated Clois Kicklighter, dean of ISU School of Technology. "The students will be linked with expert faculty from several institutions, giving them a much broader base of experience."

Representatives of each member of the consortium have met at every institution involved to study the available facilities and meet faculty members.

"I'm excited about the spirit of cooperation and the extent to which the schools are willing to be flexible to make this comprehensive program available to students," Sterry said.

ISU recently constructed an \$18.4 million Advanced Technology Center. "I remarked on their beautiful building," Sterry said, "and I was told that it is *our* beautiful building, every member of the consortium."

Consortium members believe this type of partnership is the wave of the future. "Each partner brings unique strengths, and spreading the cost allows us to do much more than any of us could by ourselves," Siebold remarked.

**"A doctoral degree in technology is needed to ensure the continuation and expansion of industrial technology at the university level."**

**Bruce Siebold**

**"No other program in the United States approximates what we are doing with our partners on this degree. Together we offer students the collective expertise of a very large number of faculty members and a multitude of laboratories and resources."**

**Richard Wells**

# Service Management

## Pioneering degree program focuses on good service

Service is one of the most rapidly growing industries in this country. More companies are advertising their service, not just their product. In fact, more companies are offering service as a product.

"There is a whole new generation of people who understand the importance and impact of good service," noted UW-Stout professor Lee Nicholls. Because of this rapid growth in the service industry, the demand for service managers is increasing, and UW-Stout will be at the forefront of meeting that demand. When the doors open to the first students this fall, UW-Stout will be the first school in the country, in fact, in the entire world, to offer a service management degree at the undergraduate level.

Approximately 80 percent of the nation's Gross National Product is generated by the service sector, according to Nicholls who is director of the new program. "More than 90 percent of the jobs created in Wisconsin in 1996 were from the service sector," Nicholls noted.

"In the mid-80s, we at Stout realized that because of the rapid growth of the service industry, there would be a need for academic programs to meet this need and to support the development of service managers who would do three things—design, develop and deliver services," Nicholls said. That is when work began on the program.

"There are companies now whose product is service," Nicholls said. "That is what they are known for. Many items are homogeneous, that is, they are very much alike." Nicholls added that what sets them apart is the

service that comes with them. He pointed to the Lexus and Saturn automobile companies as examples of companies who have realized the value of service. "The focus is changing from just selling a product to offering excellent service to go along with it," he said.

According to Nicholls, medical groups, retailing groups and others, in addition to the hospitality industry, are discovering what it can mean to invest in a high level of service to their customers.

"In the past we have been most interested in selling and marketing whereas now the emphasis is shifting to service and customer relationships. We are thinking of the lifetime of the customer's business and showing more appreciation of the customer," Nicholls noted.

Companies are also moving toward more sensitivity toward their customers, he said. "If a customer comes to my business, I would be remiss if I did not know that customer's history with my company," Nicholls said. "His history—likes, dislikes—should be on file."

The new program is being offered jointly by the College of Human Development and the College of Technology, Engineering and Management. "This is extremely unusual," Nicholls said, "but the two colleges see the necessity of working together to join their strengths and raise the quality of the program." The program will offer two concentrations: nonprofit and for profit or, as Nicholls put it, one for business-oriented types who need to understand the human side, and one for human development types who need to understand business.

Service managers must possess many qualities including human development/relationship skills, business and financial management ability, and communication and information technology skills focused toward fulfilling the needs and expectations of customers, according to Nicholls. Services include all internal and external activities of an organization which result in customer satisfaction.

Nicholls has addressed groups all over the country as well as in Europe, presenting the idea. "It has been very well received, in fact, applauded," Nicholls said. UW-Stout has worked with other institutions such as the Harvard School of Business, Texas A&M and Arizona State, as well as with business and industry in this country and Europe to develop this program.

"The service management program will prepare students for dynamic careers in service sector industries," Nicholls said, adding that service management positions are usually devoted to operations and management, systems and technology, and personnel. Graduates will furnish the leadership talent needed for industries such as wholesale and retail distribution; businesses such as real estate, insurance, professional and public relations; human resources and entertainment; health care; and public education, public administration and nonprofit social and membership organizations.

"We feel like we are academic pioneers as we were in many of our other programs," Nicholls said. "It's exciting."

**"In the past we have been most interested in selling and marketing whereas now the emphasis is shifting to service and customer relationships. We are thinking of the lifetime of the customer's business and showing more appreciation of the customer,"**

**Lee Nicholls**



# Bandwidth Booster

## Campuswide upgrade should cure network woes

Imagine the difference between traveling 10 miles per hour on a crowded road and traveling 150 miles per hour on a highway you have all to yourself. According to Joe Brown, Chief Information Officer, that's the kind of difference the new computer network is going to make at UW-Stout.

Previously, about 2,500 people shared 18 Ethernet segments, which meant that more than 125 people on each segment shared the system's limited ability to transmit data. According to Brown, with the new network, individuals have their own segment.

Brown said that with a sharing system, data collisions are always possible. The more users who share, the more likely the collisions. "Quite frankly, we were in a state of meltdown," Brown said. However, with each person having his own Ethernet segment, collision problems will be eliminated, he noted.

"Under the previous network, we were basically trying to move more information than we had the capacity to carry," Brown said. He likened it to needing larger pipes to carry more water. "We needed to greatly increase our bandwidth," he said. "The campus installed more switching capacity in each individual building than we previously had for the entire campus. In fact, we are not aware of any other campus that has taken this approach.

Usually equipment is installed over a period of years. However, UW-Stout is so equipment intensive that we chose to upgrade all at once." He added that Stout was fortunate to get the equipment at about half the retail value. "We purchased it for about \$1,070,000," he said. "The retail value is more than \$2 million."

While limited bandwidth is the primary problem being addressed by this project, redundancy, or the ability to maintain the network through an alternate route if components fail, is an additional concern. This is being addressed by installing two "core switches" in separate buildings and connecting the remainder of the campus buildings to each of the cores. "Therefore," Brown said, "even if a whole core fails, users will not notice a difference."

According to Brown, this has been a need that the administration and staff have been very aware of. The network upgrade emerged as a top campus priority through the university's new participatory budget process. In fact, last summer at their retreats, the Chancellor's Advisory Council identified the network as the most critical issue on campus. The chancellor made a commitment to fund the new network and asked the staff to work with Brown to plan it. "The result," Brown said, "is a network with which we can meet the future."



Mike Schneider, large systems planner for Ameritech, escorted Chancellor Charles W. Sorensen on a tour of new equipment, explaining how Stout's computer network will be improved. They are surrounded by more than a million dollars worth of equipment.

**"The campus installed more switching capacity in each individual building than we previously had for the entire campus."**

**Joe Brown**

## Preparing the campus for the 21st century

We are in the midst of a technological revolution that is affecting each of us, both in our daily and our professional lives. Clearly this is happening at UW-Stout, and we are taking dramatic measures to prepare the campus for the 21st century. One such measure is the recent installation of a new network which not only provides fast, efficient internal communication, but importantly, represents our super highway to the vast universe of the Internet. The campus rated this as its highest priority last year and, as you read this article, virtually everyone on campus is now using it.

While this type of equipment is usually installed over a period of years, UW-Stout made the commitment to upgrade all equipment now. Computer users throughout the campus will benefit greatly with much faster and smoother transmission.

This illustrates a significant fact—technology is central to virtually every operation on campus. Whether it is delivering courses or programs via the Internet or streamlining the registration process, technology is a driving force. It is forcing us to rethink how we operate; it is allowing faculty an opportunity to collaborate with colleagues in new, exciting ways; and technology is blurring the campus boundary lines as we export programs across the state.

Information technology, vital as it is, is a major financial commitment for the campus. The Wisconsin legislature did provide some new funding for information technology initiatives in the last biennial budget. We will continue to seek additional support for this pressing need.

The generous giving of our alumni and friends of the university is essential in supplementing these needs. It is through such support that we can provide a learning environment that includes advanced information technology, and maintain the excellence that is a tradition at UW-Stout.

**"Technology is central to virtually every operation on campus. Whether it is delivering courses or programs via the Internet or streamlining the registration process, technology is a driving force. It is forcing us to rethink how we operate; it is allowing faculty an opportunity to collaborate with colleagues in new, exciting ways; and technology is blurring the campus boundary lines as we export programs across the state."**

### Chancellor's Message



Charles W. Sorensen

# Landing the job

## Course helps students polish their interviewing skills

Clothes may not make the person, but they can certainly leave an impression, as do dining etiquette and social skills. That's why UW-Stout is offering a new one-credit class, titled "Landing the Job: Professional Dress, Dining and Etiquette," which will include instruction on professional dress for interviewing, dining etiquette at a formal dinner, resume writing and interviewing, as well as appropriate business conversation.

LaMont Meinen, director of Placement and Co-op Services said, "Employers tell us that Stout students present themselves extremely well at interviews. However, this course will add the finishing touches."

"What exactly is business casual? Does that mean a suit, a sport coat, tie, no tie?" Meinen remarked. He noted that the type of employer or major can make a difference. An accounting firm may expect a different type of dress than an engineering firm. Helping students become more self confident and adding final polish

could well be worth the credit and \$20 banquet fee.

To earn one credit, students attend two consecutive Saturday class sessions. The second Saturday, students go home after class to "freshen up" and reappear in professional attire for a formal dinner which includes a business dress style show. A critique session follows. At the dinner, students interact with other students they don't know, and with company recruiters and faculty and staff.

Course instructors are Kathleen Cochran, apparel, textiles and design; Peter D'Souza, hospitality and tourism; Philip McQuirk, hospitality and tourism; and staff from Placement and Co-op Services.

Meinen said at least 20 businesses and organizations will participate including Cardinal FG, Lands' End, Marriott International, Phillips Plastics and Target.

While some people may think that manners and etiquette are passé, Meinen noted that quite the opposite

is true, adding that experts say treating people with respect and sensitivity are more important in business relations today than ever before. It could be that of two job candidates with almost identical qualifications, the well-mannered, properly dressed and gracious individual would get the job.

Meinen noted a quote from Dorothea Johnson, director and founder of The Protocol School in Washington. "The socializing is the biggest business in the country," Johnson said. "More business deals are done at the dining room table than at the boardroom table. They may not sign the dotted line, but you can bet the decisions are made there."

The course is sponsored by UW-Stout's department of apparel, textiles and design; the department of hospitality and tourism; and Placement and Co-op Services.

**"More business deals are done at the dining room table than at the boardroom table. They may not sign the dotted line, but you can bet the decisions are made there."**

**Dorothea Johnson**

# Making News

## People You Know

**Esther Fahm**, associate vice chancellor, assumed the office of president of the National Council for Administrators of Family and Consumer Sciences at its annual meeting in February. The CAFCS is an association of deans, directors and other administrators in family and consumer sciences, human ecology, human sciences and similar fields in higher education. Fahm has served in several leadership roles in the organization.

**Monte Gomke**, Wigen Hall director, will participate in the GTE Big Ride Across America to benefit the American Lung Association. The six and one half week, 3,000-mile bike ride from Seattle, Washington to Washington, D.C. will be held June 15 to Aug. 1 with a goal of raising more than \$8 million. Gomke must raise \$6,000 in pledges to participate in the 3,000-mile trek. For more information, go to [www.gtebigride.com](http://www.gtebigride.com) on the internet, or call Gomke at 715/232-3492.

**Emily Meier**, English and philosophy, has been awarded a 1998 literature fellowship in prose from the National Endowment for the Arts.

The writing of **Robert Schuler**, English and philosophy, was recently published in *Kaleidoscope: International Magazine of Literature, Fine Arts and Disability*. Titled "Insights Into the Blues," Schuler's article is featured with other thematic material related to the lighter side of disability. His work was selected from among more than 200 submissions considered for publication.

**Dale F. Thomas**, senior research scientist and rehabilitation psychologist at UW-Stout's Research and Training Center, was awarded a Diplomat Diploma for his clinical service and research contributions during the past 14 years as a licensed psychologist and researcher. The Diplomat Diploma is the highest award presented by the American Board of Professional Psychology to experienced clinicians in their field. Thomas received his board certification as a rehabilitation psychologist during ceremonies conducted during the American Psychological Association Convention held in Chicago.

**Sabbaticals granted** Sabbaticals for 10 faculty members have been approved by the UW System Board of Regents for the 1998-99 academic year. Those on leave for first semester are **Jerry Coomer**, industrial management; **Judy Herr**, College of Human Development; **Louis Milanesi**, psychology; and **Mingshen Wu**, mathematics, statistics and computer science. Second semester sabbaticals have been awarded to **Alan Block**, education, counseling and psychology; **James Buergermeister**, hospitality and tourism; **Sheryl Johnson**, industrial management; **Dayle Mandelson**, social science; **Radi Teleb**, mathematics, statistics and computer science; and **James Tenorio**, communication, education and training. Sabbaticals are granted by the board to recognize and enhance teaching efforts and excellence.

## Marriott hotels officials visit campus

Edwin Fuller, president and managing director of Marriott Lodging International, spent two days during October on the UW-Stout campus as part of efforts by the university's hospitality and tourism program to build industry relationships and expose students to diverse industry talent.

Based at Marriott headquarters in Washington, D.C., Fuller reports directly to Bill Marriott.

Fuller met with faculty and administrators, and conducted a round-table discussion with students from the hospitality and tourism program and the international business program.

Fuller has operating responsibility for more than 200 Marriott managed and franchised lodging products located in 50 countries and territories outside the continental United States and Canada. He also works closely with Marriott's international real estate development organization and Marriott's brand management group on the positioning of the company's hotels and resorts outside the United States.

Under Fuller's leadership, Marriott's international presence grew from 16 properties to 75 hotels in 27 countries and territories by the end of 1996. With its acquisition of the Renaissance Hotel Group, Marriott has more than doubled its international presence to more than 200 hotels outside the United States.

In February, Jim McLaughlin, director of human resources, Marriott; and Jim O'Hearn, director of human resources, Marriott International, visited the hospitality and tourism department at UW-Stout to discuss partnership opportunities, specifically in distance learning efforts.



Fuller



Pictured here are Christine Clements, department chair; Jim O'Hearn; George DePuy, UW-Stout provost; Jim McLaughlin; and Ed Biggerstaff, dean of the College of Human Development.

## Hopkins-Best and Wesolek recognized for outstanding research

Mary Hopkins-Best has been named UW-Stout's Outstanding Researcher, and John Wesolek received the Nelva G. Runnalls Research Support Recognition Award.

The awards were presented by UW-Stout Chancellor Charles W. Sorensen during annual Research Day activities held recently.

Hopkins-Best was chosen by a vote of the graduate faculty and principal investigators of extramurally funded projects during the past fiscal year. The Outstanding Researcher Award recognizes individuals for their leadership and significant contributions to research and scholarly activities.

Wesolek was recognized for providing support and resources to faculty and staff to pursue their research and scholarly activities.

Hopkins-Best is a professor of education and director of the school counseling, undergraduate vocational rehabilitation, and special education certification programs in the College of Human Development. During her tenure at UW-Stout, Hopkins-Best has conducted research on various dimensions of services for individuals with special needs, including equity issues associated with gender and disability; career development for special needs youth; professional development for new college faculty and K-12 teachers; and special education personnel preparation.

She has served as director of seven federal grants, director or co-investigator of three state grants, and director of two UW-Stout grants. She has presented papers at one international, eight national and 23 state conferences.

Hopkins-Best has written articles in 12 national journals, three book chapters and two books. She advises three to five graduate students on their thesis research per year in the areas of equity, special education services and at-risk youth, and has served as a program evaluator for many school districts in Wisconsin.

Hopkins-Best's most recent research has focused on children with attachment disorders. Her latest publication is a book for adoptive parents who are parenting children who have experienced trauma in their developmental years, titled "Toddler Adoption: The Weaver's Craft."

Wesolek has been a faculty member at UW-Stout for nearly 30 years, serving as a classroom instructor, researcher and administrator. He is primarily responsible for the growth and development of the applied research and service programs in the Stout Vocational Rehabilitation Institute, of which he has been director since 1987. These programs have served



Hopkins-Best



Wesolek

thousands of individuals with disabilities from Wisconsin, the upper Midwest and throughout the United States.

Recently, SVRI reorganized their four centers into two operations, the Assistive Technology and Assessment Center and the Projects With Industry Center. These two centers, along with the Research and Training Center and a new regional Continuing Education Center that serves personnel involved in community-based rehabilitation programs in six states in the upper Midwest, make up the current Stout Vocational Rehabilitation Institute.

When Wesolek assumed responsibility as director of the institute, the annual budget was close to \$1.9 million from all sources. Currently the various programs generate more than \$3.6 million in contracts, grants and fee-for-service activities. Wesolek has been instrumental in emphasizing the need to constantly seek new ways to fund research and apply the unique skills, knowledge and integrated resources of SVRI to benefit the many people with disabilities and the professionals who serve them.

Wesolek serves on various local, national and international boards and organizations, not only because of his own expertise, but also as a representative of SVRI as a national and world leader in vocational rehabilitation. He serves as vice president of Momentum Chippewa Valley, the regional development council. He is active in Rehabilitation International, serving as the U.S. representative to RI's Vocational Commission, and is currently finishing edits to a text titled "Global Strategies in VR." His strong interest in international activities have placed UW-Stout among the world leaders in vocational rehabilitation.

## Rehabilitation counseling concentration receives accreditation

UW-Stout's vocational rehabilitation program's rehabilitation counseling concentration has received accreditation status for a term of eight years from the Council on Rehabilitation Education (CORE).

CORE is recognized by the Council for Higher Education Accreditation as the accrediting body for master's degree programs in rehabilitation counselor education. The recommendation for accreditation was developed by the Commission on Standards and Accreditation.

A report issued by CORE gave UW-Stout's program high marks as a "strong and viable program." It noted that faculty serving the program are active in the university as well as in the community. Faculty are members of outside boards, sponsor workshops and are involved in other activities, the report said.

The report noted "unqualified university support" from Chancellor Charles W. Sorensen and Edwin Biggerstaff, dean of the College of Human Development.

According to the report, the program's advisory board "is active and provides significant recommendations, and its program coordinator, Robert Peters, is committed to the program and is held in high esteem by students."

"The faculty is strong and committed to providing excellent educational opportunities to the students," the report stated. "They are a diverse group of individuals with complementary skills, which enhance the overall effectiveness of the program."

The report went on to note that the 48- to 52-hour curriculum is consistent with CORE standards. "The students have the opportunity to take additional tracks and most do so to better prepare themselves for the profession," the report said. The program's practicum has "excellent supervision" and its internship "provides a well rounded experience in a variety of sites in the region," the report states.

## UW-Stout assists with study on rural health needs

Faculty from UW-Stout are working with faculty from Harvard University to research the health needs of rural communities, Jackson County in particular.

"The needs of rural communities remain seriously underrepresented," stated Lou Milanesi of UW-Stout's psychology department and director of the research.

The investigation, which will include telephone interviews of Jackson County residents and those in bordering communities, is being done in cooperation with Ron Kessler of Harvard Medical School, Department of Health Care Policy. "The study represents a new approach in investigating rural issues and is being tested as a model for use elsewhere," Milanesi said.

Milanesi noted that while other projects have taken many small samples from wider areas, the new approach calls for concentrating the investigation in a smaller geographic region to present a more detailed representative base of information about the needs of the community.

Students will be calling residents with questions about their perceived satisfaction with health and safety services as well as questions on the kinds of strains and stresses they encounter in daily life.

"The survey is strictly confidential," Milanesi said, adding that students do not have the names of individuals, only telephone numbers. "If someone calls and identifies himself as a researcher from UW-Stout with these kinds of questions, don't be alarmed," Milanesi admonished residents. "We hope that local residents will help students get the information they seek. We are trying to ascertain the needs of rural communities."

In addition to the cooperation of Harvard faculty, the study is being assisted by the Volunteer Rural Mental Health Consortium and is supported by UW-Stout's College of Human Development and the Stout University Foundation. Funding for the project has been provided as a community service by Northwest Psychiatric Clinic.